

ABSTRACT OF INVENTION

A technique for accessing an electronic commerce function (ECF) is provided. A first signal identifying an entity and an ECF associated with the entity is transmitted to a user from a contact list service. The user selects the ECF, causing a second signal indicating the selection to be transmitted to the contact list service. In response to receipt of the second signal, the contact list service transmits a third signal. The third signal identifies a network address associated with an electronic commerce service provider for providing and/or facilitating the ECF. The third signal also identifies information associated with the entity. The third signal, either directly or indirectly, is operable to cause a fourth signal to be transmitted to the user from the service provider. The fourth signal includes information associated with invoking the ECF and is based upon the information associated with the entity included in the third signal.